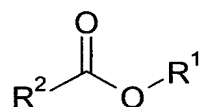


Claims

1. Use of a compound of the formula I



in which

5       $\text{R}^1$  is the radical (a) of the enol form of an aldehyde having 6 or more C atoms or (b) of a ketone having 10 or more C atoms

and

$\text{R}^2$  is an (a) branched or unbranched  $\text{C}_1$  to  $\text{C}_4$  alkyl group or (b) branched or unbranched  $\text{C}_2$  to  $\text{C}_4$  alkylene group,

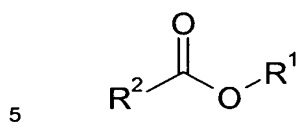
10      as a fragrance precursor.

2. Use according to claim 1, wherein  $\text{R}^2$  is chosen from the group consisting of methyl, ethyl, n-propyl, iso-propyl, n-butyl, sec-butyl, iso-butyl and tert-butyl, ethenyl, methylethenyl, 1-propenyl, 2-propenyl, 2-methyl-1-propenyl, 1-methyl-1-propenyl, 1-butenyl and 3-butenyl.

15      3. Use according to claim 2, wherein  $\text{R}^2$  is chosen from the group consisting of methyl, ethyl, n-propyl and iso-butyl, ethenyl, methylethenyl, 1-propenyl, 2-methyl-1-propenyl and 1-methyl-1-propenyl.

4. Method for the release of a fragrance, having the following steps:

- provision of a compound of the formula I



in which

$\text{R}^1$  is the radical (a) of the enol form of an aldehyde having 6 or more C atoms or (b) of a ketone having 10 or more C atoms

and

- 10  $\text{R}^2$  is an (a) branched or unbranched  $\text{C}_1$  to  $\text{C}_4$  alkyl group or (b) branched or unbranched  $\text{C}_2$  to  $\text{C}_4$  alkylene group,

- preparation of a formulation which comprises the compound of the formula I and a medium such that the compound of the formula I is stable in the formulation,

- 15 - treatment of the formulation such that the compound of the formula I dissociates and releases the fragrance.

5. Method according to claim 4, wherein the medium (a) is acidic and oxidative, or (b) is alkaline and has a water content of  $\leq 10$  wt.%, based on the total weight of the medium.

6. Method according to claim 5, wherein the treatment of the formulation comprises

- in case (a) raising the pH of the formulation to a value of  $\geq 8.5$

or

- 5     - in case (b) raising the water content of the formulation to  $>10$  wt.%.  
  
10

7. Method according to claim 5 or 6, wherein the formulation

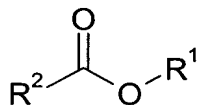
in case (a) is chosen from the group which consists of: developer composition for a permanent hair-colouring composition, permanent wave fixing composition, bleaching cream, acne cream, sanitary cleaner and surface cleaner

or

in case (b) is chosen from the group which consists of liquid detergents for packages in water-soluble film, deodorant or antiperspirant sticks and soaps.

15     8. Cosmetic, washing and/or cleaning formulation comprising or consisting of:

- a compound of the formula I



in which

20      $\text{R}^1$  is the radical (a) of the enol form of an aldehyde having 6 or more C atoms or (b) of a ketone having 10 or more C atoms

and

$R^2$  is an (a) branched or unbranched  $C_1$  to  $C_4$  alkyl group or (b) branched or unbranched  $C_2$  to  $C_4$  alkylene group,

and

- 5        -     a medium comprising further or the further formulation constituents.

wherein the content of the compound of the formula I in the formulation is less than 1 wt.%, based on the total weight of the formulation, and wherein the medium is chosen such that the compound of the formula I is stable in the formulation.

- 10       9. Formulation according to claim 8, wherein the medium (a) is acidic and oxidative, or (b) is alkaline and has a water content of  $\leq 10$  wt.%, based on the total weight of the medium.

10. Formulation according to claim 9, wherein the formulation

- 15       in case (a) is chosen from the group which consists of: developer composition for a permanent hair-colouring composition, permanent wave fixing composition, bleaching cream, acne cream, sanitary cleaner and surface cleaner

or

- 20       in case (b) is chosen from the group which consists of: liquid detergents for packages in water-soluble film, deodorant or antiperspirant sticks and soaps.

11. Formulation according to one of claims 8 to 10, wherein

(a) the compound of the formula I is dispersed or dissolved in the medium

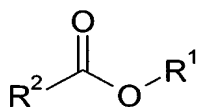
and/or

(b) the compound of the formula I is employed as a constituent of a perfume oil which is dispersed or dissolved in the medium.

wherein in case (b) the perfume oil optionally is (i) adsorbed on a carrier substance, (ii) microencapsulated or (iii) spray-dried, or is employed (iv) as an inclusion complex or (v) extrusion product or is (vi) coated.

## 12. Perfume oil comprising

- a compound of the formula I



in which

R<sup>1</sup> is the radical (a) of the enol form of an aldehyde having 6 or more C atoms or (b) of a ketone having 10 or more C atoms

and

R<sup>2</sup> is an (a) branched or unbranched C<sub>1</sub> to C<sub>4</sub> alkyl group or (b) branched or unbranched C<sub>2</sub> to C<sub>4</sub> alkylene group

and

- one or more fragrances,

wherein the content of the compounds of the formula I in the perfume oil is at least 0.1 wt.%, based on the total weight of the perfume oil,

and wherein the perfume oil optionally is (i) adsorbed on a carrier substance, (ii) microencapsulated or (iii) spray-dried, or is employed (iv) as an inclusion complex or (v) extrusion product or is (vi) coated.